



# *Visual Preference Survey Results*

Guiding Development Around the  
Neighborhoods Surrounding  
Kennestone Hospital

*Presented November 16, 2011*

# QUESTION 1

Rank what you like most about living/working in this area



1. Quality of Life-Close to Square  
*Average Score: 2.45*



2. Access to Amenities/Atlanta  
*Average Score: 0.91*



3. Hospital/Jobs  
*Average Score: 1.45*



4. Great Neighborhoods  
*Average Score: 2.18*

# QUESTION 2

What uses would you most like to encourage for the area?



1. Restaurants

*Average Score: 2.73*



2. Hotel

*Average Score: -0.09*



3. Office Space

*Average Score: 1.09*



4. Grocery/Commercial

*Average Score: 1.82*



5. Housing

*Average Score: 2.00*



# QUESTION 3

Rank each photo of a place to shop/dine

1.



*Average Score: 1.09*

2.



*Average Score: 1.18*

3.



*Average Score: -0.45*

4.



*Average Score: 2.55*



# QUESTION 4

Rank each photo of a commercial development

1.



*Average Score: 1.36*

2.



*Average Score: 0.64*

3.



*Average Score: 0.18*

4.



*Average Score: 1.55*

5.



*Average Score: -0.36*

# QUESTION 5

Rank each photo of a low-rise office/commercial development

1.



*Average Score: -1.64*

2.



*Average Score: -1.82*

3.



*Average Score: -0.27*

4.



*Average Score: 0.18*



# QUESTION 6

Rank each photo of a residential development north of Tower Rd. \*

1.



*Average Score: 2.36*

2.



*Average Score: 0.55*

3.



*Average Score: 0.73*

4.



*Average Score: 0.91*

\*East of  
RR tracks



# QUESTION 7

Rank each photo of a residential development south of Tower Rd.\*

1.



*Average Score: 1.64*

2.



*Average Score: 2.27*

3.



*Average Score: -0.27*

4.



*Average Score: -0.18*

\*East of  
RR tracks

# QUESTION 8

Rank each photo of a walkable community

1.



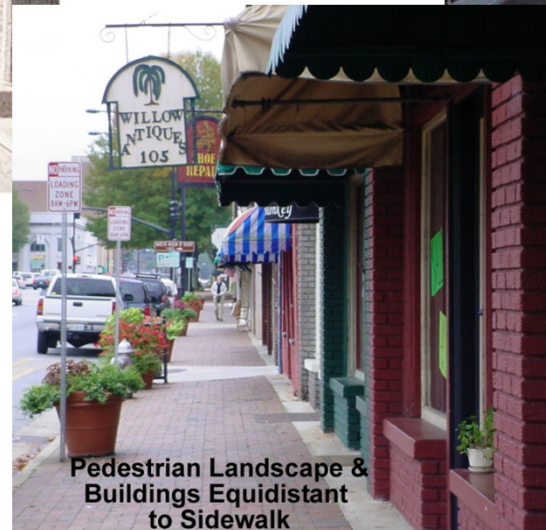
*Average Score: 2.36*

2.



*Average Score: 0.64*

3.



**Pedestrian Landscape & Buildings Equidistant to Sidewalk**

*Average Score: 1.36*



# QUESTION 9

Rank each photo of a commercial parking location

1.



*Average Score: 1.18*

3.



*Average Score: -1.82*

2.



*Average Score: 1.18*

4.



*Average Score: 0.82*



# QUESTION 10

Rank each photo of street lighting

1.



*Average Score: 1.64*

2.



*Average Score: 1.18*

3.



*Average Score: 0.82*

# QUESTION 11

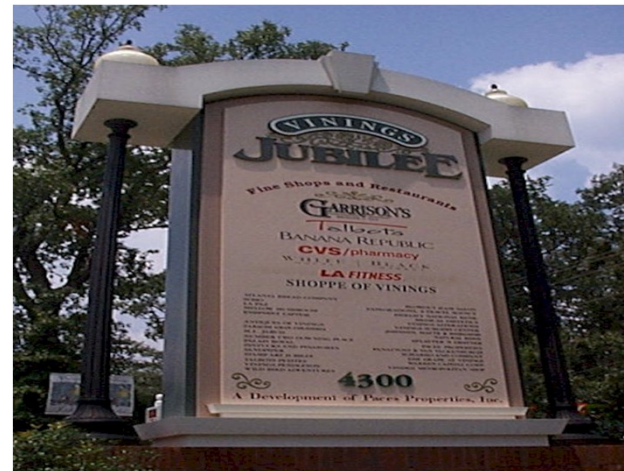
Rank each photo of signage

1.



*Average Score: -0.73*

2.



*Average Score: 0.09*

3.



*Average Score: 0.55*

4.



*Average Score: 1.45*



# QUESTION 12

Rank each photo of a streetscape

1.



*Average Score: 1.00*

2.



*Average Score: -0.91*

3.



*Average Score: 0.27*

4.



*Average Score: 1.27*

5.



*Average Score: 2.45*



# QUESTION 13

Rank each photo of a public space/  
features needed in the area

1.



*Average Score: 1.55*

2.



*Average Score: 1.64*

3.



*Average Score: 1.18*

4.



*Average Score: 0.55*

# QUESTION 14

Rank each photo of public amenities

1.



*Average Score: 0.36*

2.



*Average Score: 1.45*

3.



*Average Score: 1.55*

4.



*Average Score: 1.45*



# QUESTION 15

Rank each photo of a screening/fencing method

1.



*Average Score: 1.64*

2.



*Average Score: -1.36*

3.



*Average Score: -1.91*

4.



*Average Score: -0.64*

5.



*Average Score: -0.18*

6.



*Average Score: -0.64*